

## TEACHERS' RETIREMENT BOARD

### REGULAR MEETING

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SUBJECT: STRS Logo

ITEM NUMBER: 8

ATTACHMENT(S): 6

ACTION: X

DATE OF MEETING: October 8, 1998

INFORMATION: \_\_\_\_\_

PRESENTER: Ms. DuCray-Morrill

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#### Background

As the nations' largest teachers retirement system, other states increasingly have come to look to STRS for leadership in the issues affecting the public pension arena. The efforts to prevent mandatory Social Security coverage for new teachers is just the latest such issue in which STRS influences the national pension picture.

The expanding roll STRS is taking on the national level is matched by the expanding presence STRS has among California's educators. From increasing the number of financial planning workshops for mid-career educators to providing an enhanced home loan program, STRS is moving forward to serve its members with new offerings and benefits.

#### Discussion

A new identity is necessary to reflect the national, proactive stature STRS has achieved. The STRS logo should embody the progressive manner in which STRS is entering the next century as the teachers' retirement system for California. While almost every state has a STRS, there is only one CalSTRS. Therefore, the Office of State Publishing was contacted to create a new logo, one that clearly identifies this state's teachers' retirement system at CalSTRS. Attached are six logo choices for consideration.

Attached for Board review and selection are six choices for the new CalSTRS logo.

Once a logo is chosen by the Board, plans to launch the new look include a news release to be sent to trade publications and association newsletters informing STRS stakeholders of the new identity and the reason behind it. The public notice will have the secondary benefit of reinforcing the new logo as the official CalSTRS identity to help forestall misuse by commercial enterprises that misrepresent themselves as STRS representatives.

The new identity will consolidate the different logos currently used for programs within STRS, such as the two versions of an apple used for the Cash Balance Plan and the 403(b) program. The CalSTRS logo will be used on all publications and stationery as well as incorporated into forms as they are reprinted. The CalSTRS logo will be the single unifying emblem of California's teachers' retirement system.

### **Recommendation**

Staff did not attempt to select the new logo from the attached choices. Rather, staff recommends the Board review and discuss these designs to determine if one of them will be appropriate. Staff can commission additional designs if no consensus is reached from the current alternatives.



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